

# 2020 Census Partnership Program

## National Partnership Program (NPP)

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**National Advisory Committee on Racial,  
Ethnic and Other Populations**

**Fall 2019 Meeting**

**November 7, 2019**



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# Integrated Partnership Team

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Program

Census Open  
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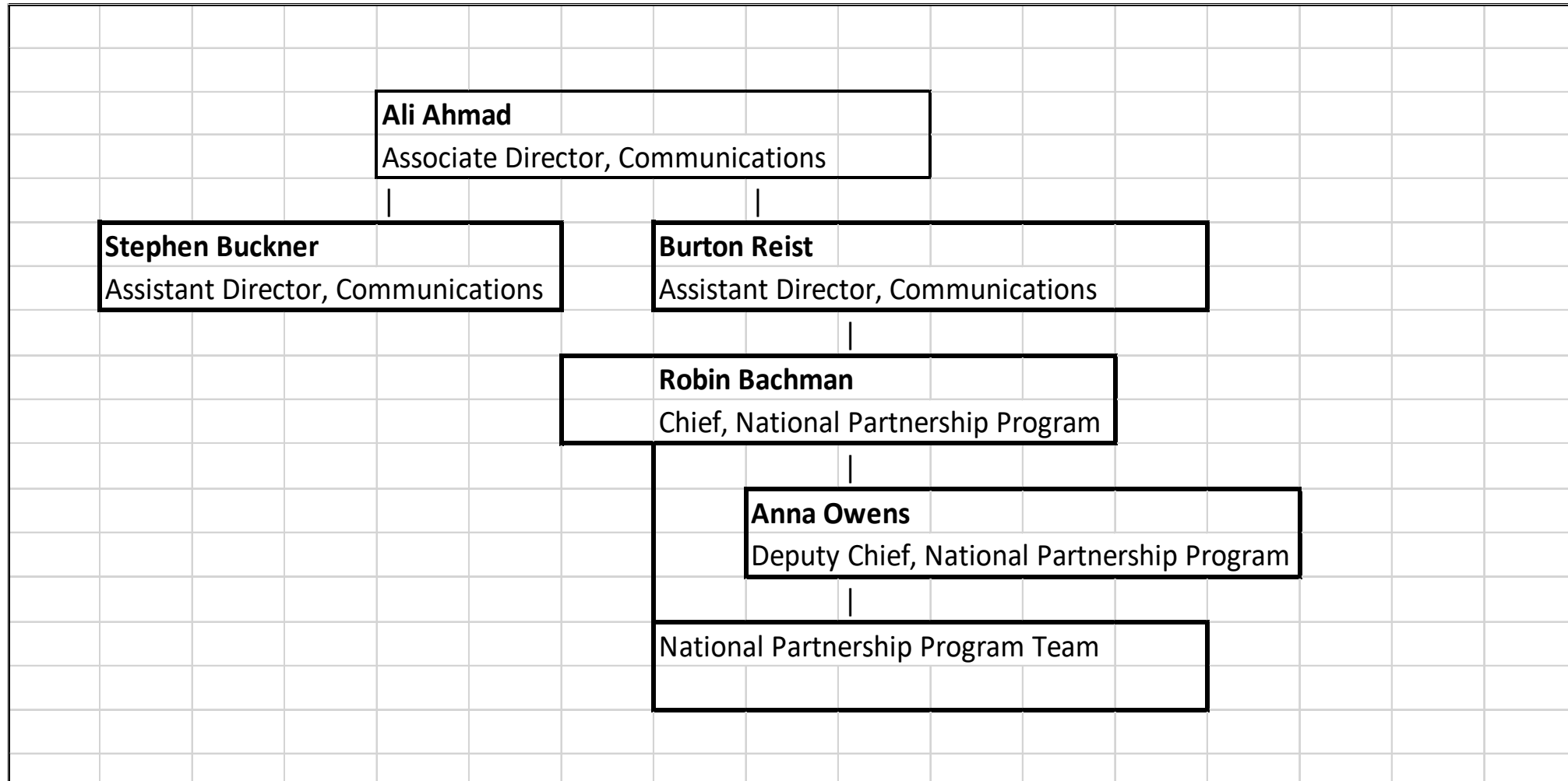
Public  
Information  
Office

Office of  
Congressional and  
Intergovernmental  
Affairs

Statistics In  
Schools

With Team Young and Rubicam Support

# NPP Organizational Chart



# National Partnership Activities:

The National Partnership Program enlisted and engaged national-level organizations to support the 2020 Census and encourage their audiences -- especially the hard-to-count communities -- to respond to the census.

Working with corporations, nonprofits, lawmakers and many others, the Census Bureau has **more than 465 national participating organizations** to date.

# National Partnership Activities:

To implement the 2020 Census partnership outreach strategy, we designed and built a new structure of portfolios in NPP overseeing and leading 22 audience segments integrated with TYR's supporting outreach efforts.

The **portfolios** were informed by strategic frameworks, a means of making data-driven decisions, including with CBAMS data, when using finite resources to conduct targeted outreach to hard-to-count (HTC) populations; and by Customer Relationship Management System (CRM) taxonomy categories, based on the North American Industry Classification System (NAICS) and the Internal Revenue Service's classification of charities and other non-profits. The organizations are divided into sector, type, and sub-type in the CRM. NPP is finishing its action plans for the particular portfolios.

# Portfolios

African American

Hispanic/Latino

Asian American

Native Hawaiian and Pacific Islander

American Indian and Alaska Native

Middle Eastern/North African/MENA

LGBTQ

Academic/Libraries

Children

Persons Experiencing Homelessness/

Renters/Highly Mobile

Persons with Disabilities

Corporate/Business

Technology

Health Care

Nonprofit - Not Faith-Based

Included in portfolio – Labor Unions;  
Charitable/Social Services; Senior  
Citizens

Faith Communities/Faith-Based

Consulates/Embassies

Federal Agencies

Rural

Veterans/Military

Good Government

**National partners** include the AARP, the Boys and Girls Clubs of America, the Annie E. Casey Foundation, Sesame Workshop, the Federation of Pediatric Organizations, National Association of Certified Professional Midwives, CenturyLink, Microsoft, Retail Industry Leaders Association, Council for Native Hawaiian Advancement, National Congress of American Indians, the National Association of Latino Elected Officials, U.S. Hispanic Leadership Institute, Arab-American Business and Professional Association, the Episcopal Church, the National Presbyterian Church, National Disability Rights Network, the National Black Chamber of Commerce, Asian Pacific Islander American Chamber of Commerce and Entrepreneurship, the National Queer Asian and Pacific Islander Alliance, the National LGBTQ Taskforce, the American Library Association, the Public Library Association, American Association of State and Local Colleges, American Association of Community Colleges, Federal Trade Commission, USDA, Operation HOPE, Volunteers of America, United Way Worldwide, AMVETS, and many more.



# National Partnership Activities:

- Fully participated in user-centered design of the **Customer Relationship Management System** or CRM, including requirements gathering and enhancements.
- **Launched a partner profile series on America Counts**; published several America Counts stories related to partnerships in addition to partner profiles; established a monthly partnership email newsletter; held first large-scale stakeholder webinar with more than 1,000 attendees.
- **Seen growth of our email marketing subscribers.** We now have more than 50,000 subscribers to our partnerships email list; NPP continues to secure executive speaking roles.
- **Engage with new partners**, including capitalizing on the outreach letters Commerce Secretary Ross sent in June to 900 corporate and faith leaders, cabinet agency secretaries, and Members of Congress.
- With less than five months to go to April 1st, NPP is working with existing and new partners with a focus on moving from awareness to the motivation phase. To advance the mission to achieve an accurate and complete count, we need everyone -- especially trusted partner voices -- to spread the word that the 2020 Census is safe, easy and important.



# Discussion Questions

Q: How are we doing in assisting you and your organizations in being trusted voices in your workplace, your communities, and to your other networks, to amplify the 2020 Census message? Is there something else we should be doing?

Q: What advice do you have for our teams as we approach Census Day?

Q: One of our objectives is to have an enterprise-based approach so we may continue partner engagements beyond this decennial census. Any priority activities we should do now that would help us meet this objective?



# Thank you!